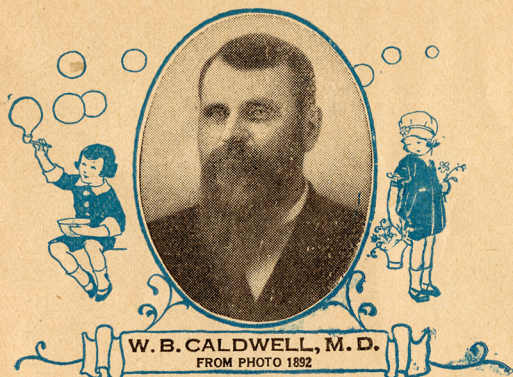


FAMOUS FAIRY TALES FOR CHILDREN



FRANK & ALICE DILLON



THE originator of Dr. Caldwell's Syrup Pepsin was Dr. W. B. Caldwell, a practicing physician of Monticello, Ill. He was born in Shelbyville, Mo., March 27, 1839, and when a young man moved to Illinois. He studied at Rush Medical College, Chicago, and was graduated from there in 1875. He came to Monticello to live and to practice his profession. He was very successful in relieving constipation and kindred ills among his patients with a prescription of Egyptian senna and pepsin combined with wholesome aromatics, and in 1892 placed it in drug stores under the name of Dr. Caldwell's Syrup Pepsin. Continuing his practice in Monticello for 47 years, he achieved the honor of being the oldest active physician in the district. His remedy became the largest selling family laxative in the world, and is so today.

I hereby certify that the formula which has since 1892 been in use in the manufacture of Dr. Caldwell's Syrup Pepsin is the same formula originated and used so successfully in my practice.

W. B. Caldwell M.D.

Dr. Caldwell's Syrup Pepsin, as sold today, is carefully prepared under the same formula originated by Dr. W. B. Caldwell and used so successfully in his practice.

Pepsin Syrup Company

CINDERELLA

MANY, many years ago there lived a girl who was more beautiful and charming than anyone you have ever seen. But she was sad because her two ugly step-sisters, who were very jealous, made her stay at home and do all the housework while they, dressed in silk and satin, went to wonderful balls and parties. She even had to carry the heavy cinders from the big grate and that is how she got the name of Cinderella.

One night the King's son gave a grand ball and the step-sisters being invited were very proud and haughty. Poor Cinderella as usual had to stay at home. And being awfully sad and lonely she sat by the fire-place and soon burst into tears.

No sooner had she started crying than her fairy godmother appeared and asked, "Why are you weeping, my dear?" To which Cinderella replied, "I am very unhappy because I have such shabby clothes and cannot go to the Prince's ball."

"But you shall go," said the fairy godmother, and touching Cinderella with her magic wand the patched house dress became a gorgeous, jeweled gown, and her old shoes disappeared and in their place were dainty glass slippers. A large pumpkin, touched by the fairy wand, became a gilded carriage; six mice were changed into prancing horses; four lizards became uniformed footmen, and a large rat was turned into a spotless coachman.

Then the fairy godmother helped Cinderella into the carriage, kissed her good-by and said, "Hurry along, dear, and have a wonderful time, but do not stay after twelve o'clock for if you do your finery and splendid livery will vanish."

The Prince was much amazed to see such a beautiful girl at his ball, and during the evening he had many dances with Cinderella who became so attracted with the young man that she nearly forgot the promise she had made the fairy godmother.

Although the two ugly step-sisters did not recognize Cinderella they were jealous of her for winning the favor of the Prince.





Dr. Caldwell's Syrup Pepsin does exactly as you say it will, and I always keep it in the house.—Mrs. A. Carroll, 49 West Dedham St., Boston, Mass.



As the chimes in the church steeple adjoining the palace began to strike the hour of midnight, Cinderella ran out of the palace and hurriedly drove home. And just as she entered the door of her house her carriage disappeared, her beautiful gown vanished, and in its place she wore the patched dress which she had on earlier in the evening.

In her haste to get to the carriage, Cinderella lost one of her glass slippers on the palace steps. The Prince had fallen in love with Cinderella, although he did not know her name and did not know where she lived, and when one of his servants brought the glass slipper to him the Prince vowed that he would marry the lady whose foot the slipper fitted.

So the next day a Herald went from house to house and tried the slipper on the foot of every lady he met. Hours passed and along toward evening the Herald came to the house where Cinderella lived, and the two step-sisters eagerly tried on the slipper thinking how fine it would be to marry a Prince. But the slipper was too tiny.

As the Herald was about to leave the house Cinderella stopped him and asked if she might try on the slipper. The step-sisters laughed and scoffed, remarking how foolish it was for a shabbily dressed girl to attempt to wear a fairy's slipper. So imagine their surprise when the slipper fitted perfectly.

No sooner had Cinderella placed the slipper on her foot than the fairy godmother again appeared and changed the house dress into the beautiful gown that Cinderella had worn at the ball the night before. The step-sisters were speechless. They now realized that the belle of the ball was none other than their little sister whom they had left at home in rags and patches.

The very next minute the royal carriage drew up—took Cinderella to the palace and the Prince was so happy that he married her at once. So Cinderella then became a real Princess and they lived happily ever after.



Dr. Caldwell's Syrup Pepsin the family laxative.

Have used Dr. Caldwell's Syrup Pepsin for years and would use no other laxative for my two children.—Mrs. D. Delaney, 7610 Cornelia Ave., Cleveland, Ohio.

The Story of Dr. Caldwell's Syrup Pepsin

Every careful mother naturally wants to learn all she possibly can about the medicine she is going to give her children. She has a right to know, and we are glad to present the facts regarding Dr. Caldwell's Syrup Pepsin exactly as Dr. Caldwell himself has related them, for they are both interesting and instructive.

Dr. Caldwell's Syrup Pepsin is made from a prescription written by Dr. W. B. Caldwell, for 47 years a practicing physician. He practiced longer, and brought more babies into the world, than any other doctor in his part of the country. He was the old-fashioned family physician, who at first made his calls in a horse-drawn buggy, and in recent years, as befitted the times, in an automobile. He went to his patients, not they to him.

Regular Bowel Movement Necessary

the human body that was not generally known to physicians. What appealed to Dr. Caldwell most forcibly was the simple but important truth that good health depends upon the proper daily functioning of the stomach and bowels, and that the most dangerous ailment in the long run is that most common ailment, constipation.

How Health is Quickly Restored

Most of the ailments he treated seemed to have their start in constipation. The fretful, crying baby, he found, was constipated, and a dose of his laxative brought laughter and health. The child that sulked and would not play, he found was constipated. The young girl entering womanhood, who was sallow and listless, found relief in his prescription, for she also was constipated. The woman with bad complexion and headaches and dizziness, he found, was constipated. Old people complaining of being tired, and unable to eat or sleep satisfactorily, were constipated, he found, and needed quick bowel relief. The person in the prime of life who was "just sick, and didn't know what was the matter," found quick relief when his prescription moved the bowels. Dr. Caldwell learned, too, that he could relieve a threatened fever or break a cold in its early stages, or scatter a congestion that looked serious, with a spoonful of his prescription.

In 47 years of practice, rearing a family of his own, and following the progress of medicine through half a century, he learned much about

JACK AND THE BEANSTALK

YEARS and years ago there lived a poor widow who had an only child named Jack.

Although quite young, he asked if he might take their cow, called Buttercup, to town and sell her to the butcher. He was sure he could make a good bargain and then they would have plenty to eat for a long time to come.

The widow at first refused, but later decided to let Jack take the cow to market.

When he had reached the half-way cross roads he met a man who said very pleasantly, "Good morning my lad! Where are you going with old Bossy?"

"I am headed for the market to sell her, sir," replied Jack with an important air.

"How fortunate for you," continued the man, "I am a butcher and will take the cow off your hands and save you a long walk to town besides."

So saying, the man reached in his pocket and pulled out five brightly colored beans which Jack gladly accepted in exchange for Buttercup.

So pleased was Jack with his bargain that he ran all the way home, but when he showed his mother the beans she was very angry and threw them out of the window, sending Jack to bed without his supper.

Early next morning when Jack awoke he was surprised to see a great bean stalk growing up past his attic window.

"I'll just see where it goes," said Jack as he stepped out of his window on to the bean stalk and started to climb. He went up and up, and after a while he glanced down on his mother's cottage which looked no bigger than a fly. At last the stalk ended and he found himself in a new and wonderful country where there was a great castle.

A beautiful maiden appeared and said, "Good morning Jack! Your father, a gallant knight, was slain by the Giant





We have used Dr. Caldwell's Syrup Pepsin in our home for years and know it is a splendid remedy.—Mrs. B. O. Gustafson, East Stanwood, Wash.



who lives in that castle. And all that he owns should rightfully be yours."

Jack went up to the castle. The Giant's housekeeper appeared, gave Jack some breakfast but cautioned him to be very quiet lest the Giant discover him and eat him up. As Jack was finishing breakfast he heard heavy footsteps and loud banging at the door.

"Here comes the Giant," she said quite terrified. "Hide yourself in this empty kettle."

The Giant entered the room and roared, "Fee! Fi! Fo! Fum! I smell the blood of an Englishman. Be he alive or be he dead I'll grind his bones to make my bread!"

He then sat down and ate his breakfast. Having finished he said, "Bring the magic harp and the hen which lays the golden eggs." The Giant commanded the harp to play and the hen to lay. After thus amusing himself he became drowsy—fell asleep—and shortly began to snore.

Jack quickly climbed out of the kettle, grabbed the harp under one arm and the hen under the other and ran out of the castle to the bean stalk. But the harp began to play and the hen to cackle. Then the Giant awakened, grabbed his big club and started in pursuit.

Jack hurried as fast as he could, and when near the bottom called to his mother to bring him an axe. He quickly chopped stalk after stalk until, with a terrible crash, the Giant fell tumbling to the ground and was instantly killed.

Jack was praised by everyone for ridding the country of the wicked Giant who had kept the people of the whole country in constant fear.

* * *

The harp continued to play soft, sweet music and the hen kept laying large golden eggs so that Jack and his mother lived in comfort and happiness for years and years.



Dr. Caldwell's Syrup Pepsin the family laxative.
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There are five in our family and by using Dr. Caldwell's Syrup Pepsin when needed keep in good health.—W. E. F. Atkins, R. F. D. No. 3, McAlester, Okla.



Once and Twice Daily

He rightly concluded that the minor ills of life depended very largely upon whether the bowels moved every day, for the prescription that proved so effective was first of all a laxative. He learned, furthermore, that babies and young children are healthiest when they have two evacuations daily, and grown people at least one daily, and that if Nature for some reason would not act for them, the same good results could be produced by an artificial movement with his prescription.

The Origin of a Famous Remedy

Dr. Caldwell wrote his prescription some time about the year 1880. He used it hundreds of times for his patients, until it was known throughout the neighborhood as "Dr. Caldwell's Prescription." People borrowed it from one another, and druggists were so familiar with it that they filled it on the mere request for "a bottle of Dr. Caldwell's prescription for constipation." It became a truly famous remedy, and its fame spread to surrounding counties and then throughout the country.

What the Ingredients Are

In 1892 Dr. Caldwell, in a small way, put up a quantity of the prescription himself, bottled it and sold it to local drug stores so that the public generally could obtain it, and at a smaller cost. He made no secret of the ingredients. Druggists knew then, as they know today, that it is a syrupy liquid compounded of Egyptian senna and pepsin with wholesome aromatics, forming the most natural laxative yet evolved. The formula is on every bottle.

Because of the ingredients the prescription became known as "Dr. Caldwell's Syrup Pepsin," and has been so known continuously for over a quarter of a century. This long use gives us the sole right to the name, "Dr. Caldwell's Syrup Pepsin." (We mention this because there are many imitations, and want you to be careful to get the genuine.) Note the appearance of the package as shown in this book.

Now Largest in the World

The first quantity of Syrup Pepsin that Dr. Caldwell prepared was 100 bottles. Last year over 8,000,000 bottles were used by the public, and his modest prescription is today the largest selling family laxative in the world! Over 75,000,000 bottles have been



LITTLE RED RIDING HOOD

ONCE upon a time there was a very sweet little girl who always wore a red cape and hood when going to school, attending church, or running errands. This bright colored outfit attracted everyone in town so that it was not long before she was called Little Red Riding Hood instead of Mary or Anne or whatever her name might have been.

One beautiful, sunshiny morning Little Red Riding Hood's mother said, "I am quite sure your grandmother is ill again, for we have not heard from her for the longest time. I wish you would take this basket of goodies to her and tell her we all send our love. Now skip along like a good little girl and do not tarry on the way."

Little Red Riding Hood, who had always been a great favorite with her grandmother, was overjoyed with the thought of going on the journey. After giving her mother several good-bye kisses she hurried along the winding village street which, a short distance away, narrowed down to a path which angled through the woods to Granny's cottage.

No sooner had Little Red Riding Hood entered the woods than her big blue eyes rested on beautiful flower beds of daisies and buttercups. "Why not pick a nice big bouquet for Granny," she thought.

She became so interested in making the bouquet that she failed to watch the path and soon came to a spot where the path divided. Not knowing which way to turn Little Red Riding Hood became frightened—sat down on a nearby rock—and began to cry.

Just as she was sobbing her hardest along came a tricky old wolf who, with his softest voice, said, "Ah! good morning Little Red Riding Hood! Where are you going and why are you crying on such a lovely morning?" "I am taking this basket and flowers to my Granny who is very ill," said Little Red Riding Hood, "but I have lost my way."

"It is surely a good thing for you that I came along,"





Since my 76th birthday I have needed a good laxative and always keep Dr. Caldwell's Syrup Pepsin on hand.—
E. M. Rugg, Redondo Beach, Calif.

said the sly old wolf, "for I, too, happen to be going on an errand to your grandmother's house. Just for fun let us have a race to see who will get there first—you take the path to the right and I shall go by the left path. Both of them lead to your grandmother's cottage."

The wicked wolf ran along just as fast as his four black feet could carry him, so he reached Granny's house in just a few minutes. He knocked at the door. "Who's there?" asked Granny.

"Little Red Riding Hood," replied the wolf in his gentlest voice.

"Come in, my dear. Lift the latch and walk in."

In a flash the wolf bounded in, leaped on the bed, gobbled up Granny, and putting on her shawl and bonnet crawled in under the covers.

Soon Little Red Riding Hood knocked at the door. "Come in, my dear," said the wolf in a voice like Granny's, "lift the latch and walk in."

As the wolf looked toward Little Red Riding Hood she was shocked and said, "Oh! Granny! what big eyes you have."

"The better to see you my dear," said the wolf.

"Oh! Granny! what big ears you have."

"The better to hear you my dear," said the wolf.

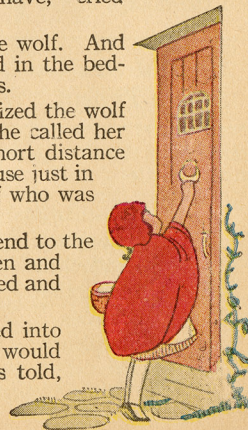
"But Granny, what big teeth you have," cried the little girl, trembling.

"The better to eat you up," said the wolf. And he tried to jump out of bed but tripped in the bedclothes and got tangled up in the sheets.

Little Red Riding Hood then recognized the wolf and screaming at the top of her voice she called her father who was cutting wood only a short distance away. He came rushing to Granny's house just in time to save his little girl from the wolf who was still struggling with the bedclothes.

One quick blow from the axe put an end to the cruel, wicked wolf; then he was cut open and poor Granny crawled out, badly frightened and scarcely able to breathe.

Little Red Riding Hood then jumped into her father's arms and promised that she would never again forget to do what she was told, and be a good little girl ever after.



Dr. Caldwell's Syrup Pepsin the family laxative.
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I use Dr. Caldwell's Syrup Pepsin for my children and also find it relieves my sick headache.—Mrs. M. L. Dellinger, Lincolnton, N. C., R. F. D. No. 6.



sold since Dr. Caldwell first put his prescription on the market. Best of all, in 1922, he lived to enjoy this wonderful success and at the age of 83 he was present at the 30th anniversary celebration of the formation of his Company.

The Third Generation Buying It

There are grandmothers today who took Dr. Caldwell's Syrup Pepsin when they were at the "fairy tales" age. They married, children came, and they gave it to their children. These in turn married and are now giving it to their children, the readers of this book. Dr. Caldwell's Syrup Pepsin is in the third generation of use, and there are now few homes in North America without it. The cautious mother knows that no well-regulated home can afford to be without such a good laxative.

There are many laxative preparations on the market from which the mother can choose, but none that is so suited to the requirements of all the family, from the youngest to the oldest, as Dr. Caldwell's Syrup Pepsin. You know what the ingredients are, and you know they are safe—safe for the youngest infant, yet effective at all ages. The directions on the bottle will tell you the dosage at the different ages.

Uses of Dr. Caldwell's Syrup Pepsin

Give Dr. Caldwell's Syrup Pepsin to any member of the family, no matter how young or how old, how robust or weak, in any of the following conditions, the dosage for the different ages being as explained on the bottle:

Constipation
Biliousness
Headaches
Indigestion
Diarrhea
Flatulence

Dyspepsia
Bad Breath
Dizziness
Heartburn
Colic
Sick Headache

To break up
Colds

Fevers

Dr. Caldwell's Syrup Pepsin the family laxative.
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ALADDIN AND HIS LAMP

THERE lived in ancient times in far off China a tailor so poor he could scarcely support his wife and son named Aladdin. Trouble and worry brought on sickness from which the father soon died.

One day Aladdin was playing in the street when an African magician happened along.

Addressing Aladdin he said, "I have been abroad for many years and returned today to see your father. I am grieved to learn of his death for he was my brother."

When Aladdin told his mother she became suspicious for she knew that Aladdin had no uncle.

Next day the magician called at the widow's house and offered to buy a stock of fine linens and rich stuffs and establish Aladdin in a business for himself.

On the pretense of selecting stock for the new store the magician started out with Aladdin and near the end of the day they came to a valley between two large mountains.

Here the false uncle built a fire—spoke magic words—and in a moment the earth trembled and opened, uncovering a large stone with a brass ring fastened in the middle of it.

Then the magician said, "Under that stone there is a hidden treasure that is destined to be yours and it will make you richer than the greatest monarch." So saying he placed a magic ring on Aladdin's finger. Removing the stone Aladdin entered a great cave at the end of which he opened a door which led into a subterranean garden. Here was the wonderful lamp which the false uncle asked that Aladdin bring back with him.



The wicked magician had planned to take the lamp away from Aladdin and push the boy back into the cave but Aladdin refused to hand over the lamp. The magician flew in a rage, pronounced a few magical words, and the stone rolled back leaving Aladdin imprisoned. The ma-



Dr. Caldwell's Syrup Pepsin the family laxative.
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Since I have used Dr. Caldwell's Syrup Pepsin my health is much better and I now eat as I wish without distress.—Arthur Esprit, Opelousas, La.



gician then returned to Africa from whence he came.

Ringling his hands in despair Aladdin accidentally rubbed the magic ring and a Genie of enormous size appeared and said, "I am your slave and will do anything you ask of me."

"Then deliver me from this place," replied Aladdin. And in a second he was out of the cave and home again.

There being no food in the house Aladdin suggested that they sell the lamp which he found in the garden. Since it was tarnished with age his mother decided that it would bring a better price if thoroughly cleaned. So she started scouring it with sand and water. No sooner had she rubbed the lamp than the Genie again appeared and Aladdin this time requested a supply of food which was brought immediately.

The following day Aladdin chanced to see Princess Badroulboudour, the Sultan's daughter, who was the most beautiful brunette in the world. She so charmed and dazzled Aladdin by her beauty that he fell in love with her.

The magic lamp enabled Aladdin to give the Sultan stones and jewels more precious than could be obtained anywhere. These rich gifts greatly pleased the Sultan who quite willingly consented to the marriage of his daughter.

By means of the magic lamp Aladdin built a wonderful castle near the Sultan's Palace. Here he and the Princess were very happy until the magician in Africa, who thought Aladdin had perished in the cave, learned of the marriage.

So the scheming, false uncle, filled with anger, returned to China where he had a coppersmith make a dozen bright, shiny lamps similar in appearance to the one which Aladdin got out of the subterranean garden. He then passed the castle crying, "Who will exchange old lamps for new ones?"

The Princess gladly exchanged Aladdin's tarnished lamp for a new one, wishing to surprise her husband upon his return from a hunt in the woods.

No sooner had the wicked magician got out of sight of the



Dr. Caldwell's Syrup Pepsin the family laxative.

I like Dr. Caldwell's Syrup Pepsin very much because it brings relief so quickly.—Herbert Ing, Honolulu, T. H.

Avoid Harmful Drugs

tains no mercurials or narcotics, and this is certainly important for you to know in the case of babies. Many mothers unthinkingly give coal tar drugs like phenol because it is cleverly disguised in candy, yet phenol causes skin eruptions. Other mothers believe they must give an heroic medicine like calomel. Yet calomel is mercury, and mercury loosens the teeth. Such drugs are unnecessary when a safe medicine like Dr. Caldwell's Syrup Pepsin will move the bowels just as thoroughly and yet without danger. In fact, those who once use Dr. Caldwell's Syrup Pepsin forever after discard druggery laxatives, cathartic pills, harsh salt waters and powders, and similar things that weaken and strain the bowels.

One Cent a Dose Brings Health!

Dr. Caldwell's Syrup Pepsin is very economical, and a single bottle will last even a large family several months. It costs less than 1c a dose, and that one cent has saved many people from serious illness. There is never any harm, and usually great good, in moving the bowels. Therefore in any emergency of sickness first give Dr. Caldwell's Syrup Pepsin. Usually the illness will disappear entirely when the bowels have been thoroughly cleansed. Even if it proves a more stubborn sickness, you will have given the best first-aid it is possible to give, and you will be agreeably surprised at the relief already obtained by the time the doctor calls.

Dr. Caldwell's Syrup Pepsin is, besides its undeniable value in constipation, a great emergency remedy, one that no family should ever be without.

Palace than he rubbed the lamp and commanded Genie to move the castle, Princess and servants to Africa.

When Aladdin returned from the hunt he was placed in chains by the Sultan who felt that his son-in-law was responsible for the disappearance of the Princess.

During the next few hours many exciting things took place. Aladdin went to the Princess' rescue, recovered the magic lamp, rebuilt the Palace on its former site in China, and regained the favor of the Sultan who of course was overjoyed at the safe return of his daughter.

Dr. Caldwell's Syrup Pepsin is especially ideal for the extreme of ages, the very young and the very old, because it works gently and smoothly and does not gripe. It con-

Dr. Caldwell's Syrup Pepsin is very economical, and a single bottle will last even a large family several months. It costs less than 1c a dose, and that one cent has saved many people from

OUR GUARANTEE

We guarantee that every bottle of Dr. Caldwell's Syrup Pepsin leaves our laboratory in perfect condition and that if for any reason you find it otherwise, we will refund the purchase price or replace the bottle, as you prefer; that Dr. Caldwell's Syrup Pepsin meets all the requirements of the pure food law; that if Dr. Caldwell's Syrup Pepsin fails to do as promised we will refund your money. We ask you to buy it on that basis.

PEPSIN SYRUP CO.

Department A

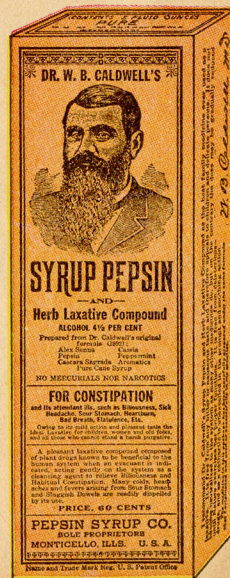
Monticello, Ill.

Endorsements

THE limited space of this booklet permits us to print but a very small part of the testimonials and official endorsements we have received in the years since Dr. Caldwell's Syrup Pepsin was first given to the public. We will gladly supply others upon application. If you wish, we will send you the names of users in your own locality, perhaps your very neighbors. It is our rule, however, never to use an endorsement, or a picture, without the full consent of the writer.

Free Trial Bottles

WE are so confident that Dr. Caldwell's Syrup Pepsin will do what we claim that we cheerfully let people try it at our expense. Those who have never used this remedy and would like to try it before buying a regular 60-cent or \$1.20 bottle, can get a free sample bottle, sent direct to their home without charge, by forwarding full name and address to the company.



Dr. Caldwell's Syrup Pepsin the family laxative.

Dr. Caldwell's Syrup Pepsin the family laxative.

